







13. (Original) The method of claim 10, wherein the utility function is stored in a first database, information about the commodity including bundling links is stored in a second database, and information about the customer is stored in a third database.

14. (Original) The method of claim 13, wherein the combinations created in step (b) are saved in the second database.

15. (Original) The method of claim 12, wherein the utility function is evaluated to obtain the at least one value, wherein the value represents a cost or benefit of the parameter to the customer.

16. (Original) The method of claim 15, wherein the value is subtracted from the estimated cost if it represents a benefit to the customer or the value is added to the estimated cost if it represents a cost to the customer.

17. (Cancelled)

18. (Original) The method of claim 1, wherein the commodity categories that are included in the combination are predefined.

19. (Original) The method of claim 1, wherein the commodity categories are services.

20. (Original) The method of claim 19, wherein the services include telephone service plans.

21. (Original) The method of claim 1, wherein the commodity are products and services.

22. (Original) The method of claim 21, wherein the commodity categories include wireless telephone services plans and handsets.





33. (Original) The system of claim 31, wherein the means for calculating a total effective costs comprises means for calculating a total effective cost for each of the plurality of combinations of commodity options by adding the effective costs of the selected options in the combinations of commodity options.

34. (Currently Amended) The system of claim 31, wherein the means for ranking the options comprises, for each category:

means for identifying at least one first parameter associated with a commodity option;

means for associating at least ~~on~~one value to the at least one first parameter;

means for calculating an estimated cost of the commodity option based on features of the commodity category that are desired by the customer;

means for obtaining from the customer a preference weighting on at least one second parameter;

means for calculating an effective cost of the commodity option by adjusting the estimated cost based on the preference weighting and the at least one value assigned to the parameters; and

means for ranking the options within each category by effective cost.

35. (Original) The system of claim 34, wherein the parameter is a feature, an attribute, or a performance characteristic associated with the commodity category.

36. (Original) The system of claim 34, wherein the means for associating at least one value includes:

means for setting a range for the at least one first parameter;

means for sampling a random set of customers over the range; and

means for determining a best fit utility function using regression analysis on data received as a result of sampling.

37. (Original) The system of claim 34, additionally comprising:

means for storing the utility in a first database;

means for storing information about the commodity including bundling links in a second database; and

means for sorting information about the customer in a third database.

38. (Original) The system of claim 37, additionally comprising means for saving the combinations in the second database.

39. (Original) The system of claim 36, additionally comprising means for evaluating the utility function to obtain the at least one value, wherein the value represents a cost or benefit of the parameter to the customer.

40. (Original) The system of claim 39, wherein the value is subtracted from the estimated cost if it represents a benefit to the customer or the value is added to the estimated cost if it represents a cost to the customer.

41. (Cancelled)

42. (Original) the system of claim 26, additionally comprising means for predefining the commodity categories that are included in the combination.

43. (Cancelled)

44. (Cancelled)







52. (Cancelled) The computer program product of claim 51, wherein the option selected by the first computer readable program code means is a ranked option.

53. (Cancelled) The computer program product of claim 52, wherein the option selected by the first computer readable program code means is a highest ranked option.

54. (New) A method for assisting a customer in choosing communication services and products, comprising:

identifying at least a first parameter associated with the communication services and a second parameter with the communication products;

assigning at least one value to the first parameter independent of a customer preference weighting, and at least another value to the second parameter based, in part, on an estimated cost;

ranking the communication services and products separately by the assigned values;

creating a plurality of combinations of the communication services and products based, in part, on the ranking; and

presenting the plurality of combinations to the customer, wherein the customer selects the combination of the communication services and products to purchase.

55. (New) The method of Claim 54, further comprising saving the plurality of combinations in a database.

